

Are You Compliant With The Law? Take The CAN-SPAM QUIZ!

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Are You Compliant With The Law? Take The CAN-SPAM QUIZ!

By Jim Symonds

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Test Your Knowledge of The Law – 22 Questions You Should Know.

ANSWER THESE STATEMENTS: TRUE OR FALSE?

The Can Spam Act went into effect Jan. 1st, but marketers have 90 days to become compliant with the new law.

The Can Spam Act Pre-empts many tougher state anti-spam laws.

You may send commercial email with falsified headers.

You must include your phone number in all commercial emails.

You may send UCE as long as the message contains an opt-out mechanism, a functioning return email address, a valid subject line indicating the email is an advertisement, and the legitimate physical address of the sender.

You must include a privacy policy when you collect subscribers.

You may harvest email addresses as long as the messages you send contain an opt-out mechanism, a functioning return email address, a valid subject line indicating the email is an advertisement, and the legitimate physical address of the sender.

You must have a process for handling unsubscribes within a 15 day window.

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Referencing or including a link to a commercial entity in an email message is sufficient to make it a commercial email message.

You must add your postal address to all your marketing emails.

The Can Spam Act is enforced by the Attorney General in the state wherein the alleged spam originated.

You must not share the address of a person who unsubscribed with any other entity seeking to send that party email.

It's O.K. to use a misleading subject in your marketing email, as long as you identify the email as an advertisement or solicitation somewhere within the body of the email.

The FTC is required to report back to Congress within two years on the effectiveness of the law and the need, if any, for modifications.

Wireless spam is not covered by the law.

The new law allows for a \$250 fine per non compliant email, and possible jail time, for intentionally sending UCE with falsified header information.

All persons in charge of running web servers that relay email must close all open relays within 90 days of enacted of the law (Jan. 1st).

Sending commercial email through an open relay is prohibited by the Can Spam Act.

You must include an unsubscribe mechanism in every commercial email.

Under the law, businesses knowingly promoted in UCE with false or misleading header information are also subject to FTC penalties and enforcement remedies, regardless of whether the FTC is able to identify the spammer who initiated the email.

All commercial email (except those sent to opt in lists) must contain ADV in the subject line, to indicate the email is an advertisement.

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All commercial email (except those sent to opt in lists) must be identified as an advertisement or solicitation.

For answers to these questions, take the quiz online at:
<http://www.EmailMarketingSurvey.com/CAN-SPAM-Quiz.html>

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Do You Really Need a Friend Quiz To Tell If Someone Is Your Friend?

By Brian Fong

Q. I took a friend quiz in a magazine and it says that I don't make a very good friend. Can that really be true?

A. First, let me say congratulations! If the quiz said that you don't make a very good friend then you must have answered the quiz honestly, at least from the friend quiz author's point of view.

Now let's delve into the content of the quiz. The bad thing about a friend quiz is that it is automatically biased by the author's opinion of what makes a good friend.

For example: There might be a question that asks:

Your friend wants you to cover for her by telling her mother that she is sleeping at your house when she is really going to an all night party with her boyfriend. Do you say:

A. "No problem." B. "I'll do it but I'd rather not." C. "No way, you're on your own girlfriend."

What's the right answer? Well, the morally right answer is obviously "C". Would that make you a better friend than either "A" or "B"? Yes, actually, it would. There is a very good chance that something bad is going to come out of the all night party. Your friend could get drunk and become a victim of date rape, get injured or killed in a car accident, or get arrested if the police raid the party. As a good friend, you should care more about your friend's safety and security than her having a good time doing something that she has to lie about.

However, if the friend quiz rates you a snitch because you answered "C", then, according to the author, you're not a good friend.

Look. You don't need a friend quiz to know if you're a good friend, or if someone else is a good friend to you. Take the quiz for the fun of it, but don't take it seriously. Your heart knows if you are a good friend and what it means to have a good friend. Trust your instincts and not some stranger's value system. A person's friendship is far too valuable a gift to trust the results to a friend quiz.

Brian Fong runs the popular quiz site

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Quiz Faq – Your solutions for the quiz.

Do You Really Need a Friend Quiz To Tell If Someone Is Your Friend?

Is There Such a Thing as a Popular Quiz?

What You Need To Know: Can-Spam Laws

Did You Hear The One About The Funny Quiz That Was Walking Past a Graveyard?

Taking the Love Quiz

Newbie's Guide to Stop Spam

Ezine Filter and Format software

EmailMasterPro

Instant Email Scramble

How to Gain and Retain More Customers



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